

# 102 - Website Design and AI with Greg Merrilees

**Greg Merrilees** 0:00

And then you just try again and again. And it can be quite a learning because it's a lot of prompts you have to learn to get exactly what you're after. So there is a huge learning curve there, especially with design that is, chat GPT is a bit different. But with design, you have to put in these prompts. So learning the prompts can take a while, and then getting the results that you're after can take a while as well, but it likes it. It is drawing from a whole range of images already out there on the internet. So you really have to be careful with copyright as far as using images on your website and things like that.

**SEO Leverage Podcast Intro Music** 0:34

Welcome to the SEO Leverage podcast, where we talk about search, marketing, and conversion.

**Gert Mellak** 0:44

Welcome back to SEOLeverage.com. My name is Gert Mellak, this is episode 102 and this is a special number, we're going to talk about this a little bit. I'm very pleased to welcome Greg Merrilees. Welcome back, Greg Merrilees from Studio1 Design today.

**Greg Merrilees** 1:00

Thanks for having me back Gert. That's pretty special and I was the first guest and now 100 episodes later, I'm back.

**Gert Mellak** 1:05

Absolutely this was episode two, all the listeners. Now head to episode two was about design and user experience. And I'm so often referring back to this episode. I remember how you talked about users making the decision within milliseconds, whether they are going to like this page, whether they're how they're going to emotionally react. I learned a lot on this episode. And I refer a lot of clients back to listen to this, because it's just fascinating what I'm, what a website actually can do when it's built correctly. And we're definitely going to talk about a little bit more about the role of the website and how it has changed over time. But I would really like to jump directly into an extremely hot topic these days. And this AI and I guess there's probably not going to be an episode anytime soon, where we're not going to touch upon artificial intelligence and how it's shaping up entire industries, probably replacing fiber or whatever is going to happen. We're going into this, how has AI been affecting the design industry so far?

**Greg Merrilees 2:09**

It's certainly a hot topic. There's no doubt about it. And it depends on your mindset on how you feel about it. And whether or not, there's no doubt it will disrupt every industry, right. But then if you're in a specific industry, and you're scared of it, and you don't go anywhere near it, then you're probably going to get bowled over. But if you embrace it and learn it, but that's what we've done anyway, in our business, and we encourage any business that's listening to try and do the same. For instance, I know you've had a play with chat GPT, right, which is super powerful and incredible. And like you said in your previous episode, it's an idea generator mainly at this point, right? It's based on GPT three's technology, there will be GPT Four released shortly and apparently is going to be 10 times more powerful. So who knows where it's going, right?

**Gert Mellak 2:56**

It's scary.

**Greg Merrilees 2:58**

Yeah, it could be scary or it could be even more or simpler people that embrace the tool, right? Yeah. And so from a website design perspective and content, like the written content for either blog, or sales pages, etc. I feel like it's not quite there yet. And correct me if I'm wrong Gert, but I heard that Google has a way of detecting if a blog post has been written by, you know, chat GPT, or an AI tool and it devalues those blog posts and might rank them as well, is that correct?

**Gert Mellak 3:28**

I think this is what's to be expected, because the real problem starts when search engines can't figure it out. Because then they would train their AI engines with other AI content, and then we get into real trouble. So I think they're going to do a very in-depth job in trying to figure out that this, if part of the text sound like very artificial, to just devalue maybe the entire text or something like that. I don't think they're going to not allow any AI text, because it's just a huge efficiency boost. And if users like it, Google might just accept it this way. Over time, this is my personal theory, but I do believe they're going to be very, very careful what they use to train their algorithms on. And actually really make sense that make sure that it takes resonates very well with us. So at this stage, nobody really knows what they're going to do. What Google sometimes does is that it just open up a lot of possibilities for new technologies to train their algorithms to then demote it. They have been doing this with links, they have been doing this with content. They just allowed a lot of things and then the Panda algorithm hate them and suddenly all those pages that were low value didn't rank anymore. They did it with links, as well, 10, 15 years ago, we created 200 links for a small blog every month and then they just at some point said okay, now all those links are not worth anything anymore. So there's a chance they might do the same thing with AI as well, where they just look at this, maybe give the rankings but at some point, have an a core update rollout and say, 'Okay, now let's devalue all those things.' It's definitely not something where from a consulting perspective, I could easily tell everybody to just go for it, Chat GPT is your new copywriter?

**Greg Merrilees 5:07**

Yeah, exactly. And yeah, I would say that with Chat GPT, especially like embrace and use it as an idea generator, even if you do have it, write a blog post, like, then give like, it'll be the startup that then give your perspective on it and tweak it and put your opinion and inject your, your thoughts into it to make it your own essentially. That's if you are going to use it as a generation, you know, an idea generator. But yeah, I think that's one way. But then also, if you think about, like, from a website perspective, you can use it for not just blog, but your sales pages, but it's terrible at the moment, right? Like we partner with professional copywriters and you know, I've reviewed, I jumped on a call with a copywriter, and we both tried to use a tool to try and get it to generate, you know, the high quality copy, it's definitely not there yet. It doesn't understand your audience and their pain points and what keeps them up at night. And you know, what motivates them to buy. So all these psychological drivers, you can't really teach an AI you know. All AI is doing at this point, is based on every other bit of content that humans have already created on the web. It's just mashing all those things together, based on facts and figures, and whatever. But it doesn't really get to the emotional side of understanding what makes people buy, right. So it's not salespeople.

**Gert Mellak 6:26**

What I have seen, where it gets pretty decent is when you actually learn how to give it enough context. I think a lot of people just open up Chat GPT, give like one prompt, and this already needs to be it. There are really smart ways out there already, where you can kind of prepare it and really explain to Chat GPT what this persona is actually going through and what is the situation, what are their pain points, what did they think about that night probably, and things like those, and it seems to be getting a little bit better. But I think it's really like you say it's a new tool, we need to embrace it, we need to actually learn how to use it. And you raised a really important aspect there where you say the cage actually really just based on the training data. There is no regulation right now. What about copyright? Right? What about the copyright of the training data. And then, obviously, in the design industry, authorship, copyright are really, really big topics. I would expect this is something with it's going to slow down the development a little bit or the deduction, at least a little bit, until this is really clear. But I can't see big companies really embraced this and just shoot out content and designs and logos. And I don't know what if they might be getting sued at some point or have to change the logo afterwards, just because the copyright wasn't clear.

**Greg Merrilees 7:46**

Exactly. And you think about stock photo and image libraries. Like there's a lot of different approaches that, that they have like Getty Images, for instance, are suing because some of these, because I have a watermark, right? And a lot of the AI generated images have the Getty watermark on the headline.

**Gert Mellak 8:04**

I even saw an image that was pretty much exactly the same as the training image. This was interesting. So there was the hair was trained on an image of a woman I believe, and somebody asked for an image of a woman, this was pretty much the same image. So you can see this is

the same template that's being used. So I think there's one thing what's technically possible. It's another thing where WeatherTec then really is, we just are starting to play with thing, chat integration, which is really interesting how they think about search in the future. And you have people trying all kinds of stuff. I read an article, or somebody was able to really get being chat mad, starting to kind of tell them, they shouldn't do some such dumb things and actually use the time wisely and stuff like that. This AI thing can get mad if you push the right buttons. And this is part of the reason why Google really took it slow. I think they really don't want to raise their brand image and the grandstanding they have, just because this suddenly might tell some racist stories or whatever it is. You really don't know where it's going to go.

**Greg Merrilees 9:09**

Yeah, exactly. I agree. But I mean, still like there are some huge benefits. And there's no doubt that's why the whole world is just you know, extremely impressed with it. Like you said, it's an idea generated, especially for images, like Midjourney is probably the best tool I've known for creating images and designs even. And then there's Playground AI, which I think is like the second best in the design area at the moment. But there's a ton out of that. There's also a colleague of ours that has futuretools.io which is incredible, Matt Wolfe, go check that out guys, because it just keeps adding AI tools. It's very, very helpful. And it has filter, as well. But yeah, so that's really cool. But so the benefits are huge. But then the limitations are definitely an issue like we mentioned that the copyright and at this point, but also like just using these image generated tools, you never get exactly what you expect, right? And then you can ask it to regenerate. And it sort of generates a series of four images and it just low res initially. And then you just try again and again, and it can be quite a learning because it's a lot of prompts, you have to learn to get exactly what you're after. So there is a huge learning curve there, especially with design that is, chat GPT is a bit different. But with design, you have to put in these prompts. So learning the prompts can take a while, and then getting the results that you're after can take a while as well. But like I said, it is drawing from a whole range of images already out there on the internet. So you really have to be careful with copyright. As far as using images on your website and things like that. I think it's Shutterstock, Adobe Stock, they're all approaching it differently. I think Shutterstock, they are going to have AI integrated with their tool. And if somebody generates an AI image, and it's from the Shutterstock library, then they're going to give royalties from the original creator of the original images that it uses to create the new images. So I think that's pretty cool. You know, yeah, but Adobe, for instance, haven't decided which way they're gonna go yet. But yeah, just be careful. I think copyright's the biggest issue, even with a written content, but images, especially at this point, you know, it's a great time saver, can save a lot in costs. You know, like, it's really good at illustrations. So I feel sorry, for illustrators, digital illustrators, especially where AI can just come in and create something, that would have taken weeks. So such a huge time.

**Gert Mellak 11:21**

I opened up Fiber the other day, and just went through the different offerings. And I think nine out of 10 are pretty much done by AI tools and the new AI tools coming out literally every single day. So I think we're going to see quite a change in the industry and of like Chat GPT 4 is going to be fun. But it's also going to be interesting how different AI tools and interact. I've seen people

create the the Midjourney images with Chat GPT, where they ask Chat GPT how to create the best Midjourney prompt that they can copy and paste in. It's interesting how those tools then interact and what comes out of multiple AI tools, then talking to each other and making assumptions and learning from each other. I think this is going to be really fun.

**Greg Merrilees 12:03**

Yeah, definitely. And there's a tool called CoPilot, which is I think, a GitHub thing, pretty sure. But anyway, it's to help coders like people that code websites, as a co pilot, essentially. So they can start writing code and it'll finish it. Apparently, it's saving them like 50% at a time, but it can't completely write a website. And we've sort of tested these tools and had our team research the internet to find out what's possible. It can code a basic website, but it won't have graphics. And it's just pretty basic at this point. But even as far as just design apart from the code, so MidJourney can create a design you say, you know, give me a homepage kind of looks like I don't know, say Nike. But for this industry and use these colors, it'll design something, right, but it's just mashed together a whole heap of stuff. But it can look quite good. But the problem is it's just a JPEG. So then, like what I would suggest to my team, if that's how you're going to use it, just use it as an idea as an idea generator, and then recreate about with, you know, more original images and content and things like that. And then obviously, it once the client approves it, it needs to be coded. So it can't do a full design and coding at this point as far as custom designs. So yeah, I still think it's quite limited. But like I said before, who knows what it's going to be like in another few years.

**Gert Mellak 13:22**

I always remember I studied translations and interpretation on the university in Austria. And I remember computers were coming and obviously there was some starting points with automatic translations as well. And I remember our translation, professors always say, yeah, there's never going to be a machine doing this job, because this is just such a qualified job. And you need to have so many details in, take them in into account. And now you see how companies globally engage with each other. If it's not English, everybody with Google translate open and copying and pasting emails, and communicating and translating proposals and all this kind of stuff. So very often, we just probably have a little bit of a problem to see where things are actually going. But obviously, for web design in particular, there is a lot that goes into this. And I've had this firsthand experience and even as a third party, another project, how you with your company, studio1design.com, for example, approach a web design project. And it was interesting for me as a non design expert here to see that this actually starts with a huge questionnaire. We didn't even talk about images, colors, designs, etc. I had to go through a huge questionnaire to just actually make sure that the person designing the website actually had an idea where I wanted to go with AI start this process, right? So there's that just make so many assumptions, where you actually start in a completely different field.

**Greg Merrilees 14:51**

Yeah, totally. And that's a huge part of from our perspective, getting the best result possible for the client to really dive deep like sure you ask them questions, but then we have a call with a client to dive deep and that's where you unpack so much more. Then we record that call, but

yeah, we're also, I mean, that's kind of what I call the demonstration step. And I kind of have like a three part process for taking, because obviously you do SEO and if you get your clients more traffic, then we want to turn that traffic into conversion. So to do that, like, and we designed probably, you know, 15 websites a month, so we're starting to really nail down what's working. And yeah, realistically, it comes down to like educating first, which could be through your blog, podcasts or videos, etc. And then we want to qualify, and that could be segmenting into a sales page. And then the demonstrating. So educate, qualified demonstrate and to demonstrate is when you do jump on these calls with them, and you dive deep. And all you're doing on those calls is just being as helpful as possible.

**Gert Mellak** 15:49

Because it was really fascinating. Educating, qualifying demonstrating, it has changed quite a bit to what it used to be then.

**Greg Merrilees** 15:55

Yeah, absolutely. Yeah. To me, like the old way of selling was really just, you put a website up and whatever you offer, whether it's services, or SaaS or courses, coaching, things like that, apart from eCommerce, that's a bit different. But the old way was really just letting people know, here's our products, here's our services, and just give all the facts and figures, maybe talk about how good we are, right? That which is kind of just like a brochure, essentially. And so the new way is to let people, like the goal is to build trust in your brand and I feel like you're, there's a ton of conversion things that we could put on the website, but just as a blanket statement, it's really to educate, qualify and demonstrate.

**Gert Mellak** 16:40

What would be a good example for the education step. For example, when it comes to a website, started the homepage, for example, how would this educating look like?

**Greg Merrilees** 16:47

It depends how the traffic does find your website. Now, a lot of the time, they'll find it through your content pages, like your blog, podcast, video, etc. And if that's the case, then the education piece is in that content. But if it's from the homepage, what we're gen, we don't want to take them on a big wild goose chase and have them go through all their content pages. At that point, we just want to get straight to the point, we want to segment. So I would say from the homepage, we don't really educate other than we educate through our services on how we can help them, right? And talk clearly about our offers. But I would say education starts with the blog, or you know, the content pages, essentially. And so I know you've done a podcast because I listen to your podcast, I love it, I think it's awesome.

**Gert Mellak** 17:32

I appreciate it.

**Greg Merrilees 17:34**

Yeah, there was one you talked about content design, you know, and I thought that was really cool, because it's so important to not just have a big boring slab of text in your content, right? Even if you have a podcast, don't just have it fully transcribed, break it up into relevant sections and summarize the podcast, you know, and then have timestamps of what they can expect throughout the podcast and have images, have videos, have infographics, have a summary and links and anchor link down the page. All those things are super helpful. But what we like to do on those pages as well is have some social proof, have some testimonials. And it might be just down like the footer of the page. And then give them the next step. The next step might be a lead magnet as in a free download or a free audit or things like that, or it could be a full strategy call, you know. It's up to you and what you want to offer. And the thing is, we don't know what people are going to take up, take you up on, it could be one or the other. So why not offer a few offers, right? And so that's the education piece just to start off with, right and then you the goal is to get people onto your email list so that every time you release new content, then they'll come back to your website to consume that content. And that's why we also suggest having really easy clear navigation so people can get to your, your services or your paid offer, essentially, as well. And then what we want to do on those pages is and we'll talk about the sort of strategy from lead magnet to thank you page etc. But really what we're trying to do is qualify people and to do that, we want to segment people. So what we were doing more and more these days on websites, because we know it gets great results and even Studio1's new website, which is just out by the time this podcast comes out. We're segmenting into, yeah, and we put a lot of effort into the, you know, the sales pages essentially for each segment. But then they all lead into a strategy call or you know, get a quote, which then like we start off with giving them a ballpark quote first and then if that goes well, then we'll have a strategy call. But yeah, but the point is, we really want to educate and qualify because when you qualify, and you're talking directly to each segment of the audience, they're going to have a different set of pain points and challenges. And you know, reasons for being motivated to buy etc. than every other segment. And so, even though the actual sales page might be the same template, the wording, the testimonials, the results, things like that is all relevant to each segment. That's why we like to design those pages.

**Gert Mellak 19:59**

This is huge. We see this all the time with lead magnets, when we look at our our app here this year leverage and we say, okay, there is a page that gets tons of impressions, but hardly any conversion or tons of clicks, but hardly any conversions, you go in there, and you see they're trying to push in a general eBook for a very specific pain point, it just doesn't work, right? So I really encourage everybody to pick like the top five, top 10 traffic pages that get the most traction, and just put some custom lead magnets. Really thinking about what is, what are people actually at this stage, trying to achieve and give them like the next logical step. And this is the difference between 0.2 and 50% conversion rate, we've seen this several times. If you nail a lead magnet, and you can nail it, it's definitely going to grow. But people just think, yeah, this ebook has everything that I know and want to transmit. But sometimes you can just break it up and put a different title on it and make it more relevant. Everybody's just, I think, like hungry for

relevant because there's just so much noise out there, it's not that easy to find something valuable that's just made for you.

**Greg Merrilees 21:03**

Couldn't agree more. And that's a great point. Some of our clients and probably some of your clients, I'm sure have 1000s of posts, right? And therefore, I would suggest they should be categorized. And when they're categorized, you have a lead magnet that's completely irrelevant to that category. Because we have, you've saved this on your podcasts a lot. You have to think about their intent, right? Why are they on this page. And so then to give them the next step, it needs to be logical on the journey that they're on to help them solve their problems. So yeah, the more granular you can get with that lead magnet, the better. But it can be a lot of work. That's why we'd suggest just categories can be enough.

**Gert Mellak 21:37**

Absolutely, definitely first step, we'll do the same thing for subcategory then when you see like a trend. And again, this category can easily get to 10% conversion rate. Let's see if we can get to 20 by customizing a little bit forward. It's definitely an iterative process. What are your thoughts about disqualifying the wrong prospect? And then we try to explain this. Sometimes I feel it's easier to think about it when I think okay, how can I make sure that the wrong audience is repelled by what they see, rather than attracting the right one.

**Greg Merrilees 22:09**

I couldn't agree more. So we'd like to call that out on the sales page. But then also, like we were saying before, we won't be able to segment. So for instance, that might be letting people know who you're not a good fit for. And really call that out. You know, like, for instance, we've got a certain demographic of, it might be a rough business size or income level. We clearly state that we're not for startups, pretty much, and we're not for, you know, big corporates, we don't love that space. We love helping entrepreneurs that are a similar sized business to ours, you know, you're 30 people, we're 30 people. And that's what I love, it could be five people doesn't matter. But the point is, you know, we want to deal with the business owner. And we want them to already have an offer that converts, because it's just so much easier when you're working with something that's already working. And we can see on how to amplify and get the most out of, the most for them actually out of hiring us. And if they're a startup, we don't know if their offers going to convert, we're not as confident in getting them a good result. So that's part of it. And so you might have some pre qualifying questions even before you offer to schedule a call, right? It's like answer these questions, because obviously, they can just go to your scheduling tool. But if they've answered these questions first and they schedule a call, you can just cancel it if they're not a good fit based on how they answer the questions. But if they are a good fit, at least you've got some information that you can go to when you get on the call with them. You don't have to ask ask all those questions on the call, you know. You can be more educated. Yeah, to me that's qualified. And I think that's super important. And it's certainly a big step to make sure you're not wasting your time when you jump on these calls.



**Gert Mellak 23:43**

Absolutely, we try to do our fair share of qualifying with SEO content as well. I just had another, the other day, a client who gets a lot of traffic but doesn't get leads. And then we take out what they rank for. And they rank for completely the wrong keywords. Whereas, like you for ranking for IT support or something like that, right? It's okay. It might be related in different universe, but definitely, it's not. And we feel some websites tend to become an online magazine after a while, because they just write about so many topics that they think their audience might be interested in versus what they are actually offering. So they get the completely wrong audience in the first place.

**Greg Merrilees 24:22**

Yeah. And why do people want more traffic? If it's not converting? I don't get that.

**Gert Mellak 24:26**

It's ego, I think. Everybody likes a hockey stick graphic of visibility, the case studies where they tripled traffic in three months. And it's so great to have so much traffic, what they don't see is they just put so many dots on the map for Google to connect that it's impossible. They can't figure it out anymore. Apart from, from obviously a lot of prospects sending exactly the wrong signals to Google where they land on this website and say, Hey, this isn't even for us. I heard about this thing called the sniff test. Have you heard about that?

**Greg Merrilees 24:54**

Yeah.

**Gert Mellak 24:55**

When a client does this smell like this is for me or something like that. This is always in my mind now and I always just laugh because it's just such a visual image, right? You to this website and this doesn't smell like this. It's not something I was actually looking for. We just had a website where we actively got rid of a huge amount of traffic purposefully, just because we wanted to make sure that the Google figured out what they're about.

**Greg Merrilees 25:17**

Was this a case study on your podcast, 80% less

**Gert Mellak 25:21**

This was a case study. This is ingrained in my mind, because I never saw something like this. And it was a really risky project. We advised the client, what's going to happen, they are going to have a huge drop in traffic, but it's going to be for the best. And what's really like two months later, she reached out and said, Look, we we don't need to run Google Ads anymore. Everything's working, working perfectly. Google now knows what we are. But sometimes, and especially when I see people with a team just following the SOPs blindly because the SOP was we need to work right about digital marketing. But maybe we should just write about design, or maybe we should just write about conversion optimization, but they just keep talking about everything that might be related to the space and might be interesting for your target audience.

And you need to get people interested in Facebook ads to design websites like yours. And there's another stuff, doesn't smell right.

**Greg Merrilees 26:09**

That's sniff test, yeah. And that's also I would suggest that in your content, like put your personality, like you do in this podcast, right, like, give your opinion on things. Be polarizing, if it's, even if it's going against other experts, like just share your knowledge, even if it's wrapped around a bit of content that everyone's talking about, like, you know, Chat GPT or whatever, like, just give your thoughts like we did at the start of this podcast. I think that's more important because then what you're doing is, you're going to attract the right people or repel the wrong people, just by that initial piece of content to educate.

**Gert Mellak 26:41**

What I really like about what you guys are doing in Studio One is really a conversion focused approach, right? So talking about conversion, I vividly remember the conversation you had with me, there one on one strategy call we did before you designed our website. Remember, you made even a suggestion how to better, better run our quick audit, because we had a lot of unqualified people. And with your suggestion, we suddenly got only qualified once, which was amazing. I still appreciate this every single day. It's really very different if you have somebody understanding where you want to go. And I couldn't, back to really AI, I couldn't imagine all the things I should be telling in AI. Yeah. So quote, unquote, understands where I want to go. And I might not even know where I want to go. But maybe you have seen it because you're working on 15 websites a month, right? And it's very often we have the same situation, I already know where this can, can go in a couple of years. Because I have been doing this so often in the last 20 years, but they don't leave. And so very often you don't even know what to ask for, for an AI because you have no idea what this is going to look like in three months.

**Greg Merrilees 27:44**

Yeah. And that's where the strategy piece I agree about AI, I don't know how they're ever going to work out this strategy piece, which is what we're sort of talking about today to educate, qualify and demonstrate. And so realistically, what you want to do, just to take a step back, if somebody does download a lead magnet, or you know, things like that, but the free offer, then you want to take people to the thank you page and offer something else. But have a face to camera video to build more trust in you and your brand, to thank them and then offer the next step, you know? And then if that is a free strategy call or whatever, that's where we want to have that pre qualifying questionnaire, right? But then what I like to do as well is send people like just an estimate, just a ballpark and our action plan of how we would help them and put some social proof in those emails, it can be automated, but if you can personalize it, even better, have an assistant on your team. Like I'd actually do my emails, I have somebody else, I've got a whole bunch of templates, but then they get tweaked. It looks like they're all coming from me. And they're all custom. But it's based on the strategy, but it's somebody else doing it not me, right, so that I can do other things outside of the business. But the point is, like you've got a hobby, right? You love building things, which is cool. We all want to be doing less, right? As far as in the business. And so this whole strategy that we're talking about will protect your time because it's

going to eliminate people who aren't a good fit. So you send them the estimate, first you get them to reply. And then if they reply, right, I go, the next step is to fill out this painful questionnaire that you went through. And then once that's filled out book a call and so what that does, for us anyway, it's it's a 40 question questionnaire that does take them, you know, an hour or two to fill out. And it's from there, we dive deep on a recorded call, but at least at that point, they're invested in the time that they've put into it so far. And on the call, we're just super helpful on diving deep and strategizing based on what they've entered into the questionnaire but then based on our knowledge and working with similar clients, and so we inject all that into the call. And you know, it's amazing how somebody that's never met us and you know, this is for the listener now if you think if you do offer a service and you want to do this strategy call, just really think it's all about them. It's not about you. It just how can you help. Just be as helpful as possible. And then at the end of that, you just you record the call, you summarize it, you send a proposal with the action plan, you know, the final quote, and then if they, it's up to them if they want to sign it. So you try to put the control in their court. And usually like with that strategy for us, we convert like over 90% of those calls, so it's well worth it.

**Greg Merrilees 27:44**

That's amazing. I want to make sure the questionnaire wasn't painful. It takes awhile but it was essentially a self awareness exercise. I was going through I remember I was going through question by question, as it is makes so much sense that they ask that question, because I want the website, that's really cool and it converts, right? This is my foundation. This is how I reach out to Greg and say, Greg, can you design my website? But now you come back and say, Who is this? What kind of products are you going to sell? Right? What's the income level of this kind of client? Right? What are they where they probably going to find you from? Where are they going to come from? What other websites are they possibly seeing? And all those kinds of things, and every single question I remember made a lot of sense. I even had to do some research sometimes, to figure this out for myself, how would I go about it, it was really a self awareness exercise. And I still have this questionnaire sometimes go through a few of those questions for my clients just to try to understand where probably their audience comes from. But then what I really liked about working with a specialist, like you were in the same situation, essentially, with SEO. You with design is to specialists, I have very high frequency or high amount of working on on the same kind of project. For example, if I work with an online course, I probably have done 20 online courses in the last year, right? Or last year. If there isn't a coach, we have probably worked with 10 coaches in the last year, right? If there is an author, I already know what kind of struggles they go through, even and then I can add their specific experience to the mix. But I have like in my head or altering the systems and the way we deliver the products, etc, we already have a lot of things that we know work very, very well. We don't need to start from scratch with basic people. We had a channel of digital marketing agency 15 years ago, and it was a nightmare. Because every client was new, we never worked on the same type of client twice, we had one car repair shop, one guy for office petitions, one office furniture, others with one insurance company, etc. So for everybody, you had to figure it out from scratch with no guarantees that it was actually going to work. And you work with a specialist like you and you just know your that probably have worked with other agencies as well and know, right off the bat where we are coming from, and can then add like our questionnaire to the mix.

**Gert Mellak 30:21**

Exactly. And that's why I like on that call where we're demonstrating, it's a demonstrate pace. We will show case studies of similar businesses and show what they looked like before and what they look like now and what the results are and things like that, and how we got them there. And yeah, so I think that's really helpful piece on the call to demonstrate. Now obviously, for newer businesses, you may not have a case study on the exact same industry previously, but just be as helpful as you can and try to use some form of case study in your presentations. It can be super helpful, because it really shows them what's possible.

**Gert Mellak 33:06**

And this is amazing. I really like your framework with this educate, qualify, demonstrate. I've made , made some notes here and will look at some client projects from from this angle here. I think the demonstration is the most fun part of the thing for me personally, when I'm on a call and this is what we could be doing. This is what this could be looking like. But obviously the education part is just building up this trust people people want. And I know you have been embracing videos on thank you pages on homepage, etc. for a long, long time. I admit we didn't see it at the beginning. That's such an important piece. But have we learned our, our lesson here as well and I even reached out to people coming to our email list once in a while and send them a loom video and say, 'Hey, it's really great that you're on an email list, right? This is I think, what's going to separate us from the machines where they say okay, this, I mean, you obviously going to be soon able to create a very, very nicely looking AI version of you sending those videos, but it's probably I think people are getting smarter figuring out what's real.

**Greg Merrilees 34:05**

Yeah, I agree, man, for sure. Videos are super helpful. And yeah, I like to put them through every step of our process. Even when you send the proposal, don't just send an email with a quote, right? What we do is we use a proposal software, Better Proposals, yeah, there's obviously good ones out there, but we use that one. And then we embed a video into the proposal, right? We also embed a screenshot of their current website into the proposal as well, but you know, into 3D sort of image of a computer on a desktop, etc. And that's kind of the first page and then we go through this proposal, we show exactly what they'll be getting our action plan, will list all the pages. It's really clear, and the out of scope bits as well. We have to be super clear with that. And then we have social-proof case studies throughout this proposal, as well. So it's just a really professional piece of software. In fact, it works so well that we have a lot of clients that say, 'That's amazing. Can you do that for us?' And we do we do design these proposals for them as well. They sign up for the software, we just create the images and give them the structure, you know, but yeah, it's pretty cool. And so that just alone, like when we introduced that, we got a boost of I don't know, 10 15% in conversions by having a professional proposal software, instead of just sending it via email.

**Gert Mellak 35:20**

It makes so much sense. Whatever sets you apart, and just shows the quality and the dedication to detail and really trying to embrace where client comes from, potential clients

comes from is going to help big time. I want to wrap this up, because I want to be really conscious of your time as well. I appreciate you coming back to the show and taking some time for us. We talked about AI, taking over parts of it, AI being a tool, work on your mindset to just see there's something new that's coming, try to learn it, try to really embrace it and learn how you can do what you do in a better way, maybe more efficient way, maybe more creative way. We talked about where the website, really making sure that this process of educating, qualifying and demonstrating gets initiated and accompanied about the relative importance of making relevant lead magnets based on the category of content, based on where people come into your site, why they come into your site in the first place. We talked about how important it is to qualify the right audience, disqualify the wrong ones, work with questionnaires, work with videos. I think there were a lot of nuggets in here, people are going to start implementing right now. Thank you so much for taking the time, Greg, how can people best get in touch with you? Because I mentioned a few people definitely want to know more about Studio One and definitely how you do things over there.

**Greg Merrilees** 36:39

Yeah, I just want to say great summary, that's so nice, spot on. And yeah, so people go to [studio1design.com](http://studio1design.com). That's the numeral one. And then there's our main call to action is to book a free strategy call. So yeah, that'll be with me or somebody on my team, just to figure out if we're if we're a good fit.

**Gert Mellak** 36:56

This is amazing. Thank you so much, Greg. Hope we can get you back on episode 202. Again, this is 102, dear listeners head over to [SEOleverage.com/podcast](http://SEOleverage.com/podcast). They have all our episodes. We have a written version of both episodes, as well if you want to read or get like a summary there as a textual version. They're not written yet with ChatGPT. But we might be working on this soon. For now this is Trisha and Cristina are working on those in our team and I definitely appreciate that they help us with that. Thank you so much, Greg, I hope we can have you back soon.

**Greg Merrilees** 37:32

Absolute pleasure. Thanks for having me Gert.